

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!* a menu-driven database system. The INTERNET address for GSA *Advantage!* is: GSAAvantage.gov.

Schedule Title: Advertising & Integrated Marketing Solutions

FSC Group: 541

Contract Number: GS-23F-0317P

For more information on ordering from Federal Supply Schedules click on the FSS Schedules at fss.gsa.gov.

Contract Period: July 2, 2004 to July 1, 2014

Contractor Name: The Odyssey Marketing Group, Inc.

Address: 380 North Main St., Alpharetta, GA 30009

Phone Number: (770) 754 9900

Fax Number: (770) 754 5970

Web site: www.odysseymarketing.com

Contact for contract administration: rod@odysseymarketing.com

Business size: small

Business Classification: SBA 8(a) Participant

Prices Shown Herein are Net (discount deducted)

Date: June 05, 2013

CUSTOMER INFORMATION PAGE

1a. Special Item Numbers

SIN 541-1	Advertising Services
SIN 541-2	Public Relations Services
SIN 541-3	Web Based Marketing Services
SIN 541-4A	Market Research and Analysis
SIN 541-4B	Video/Film Production
SIN 541-4C	Exhibit Design & Implementation Services
SIN 541-4D	Conference Events and Tradeshow Planning Services
SIN 541-4E	Commercial Photography Services
SIN 541-4F	Commercial Art and Graphic Design
SIN 541-5	Integrated Marketing Services
SIN 541-1000	Other Direct Costs

- 1b. Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide. See descriptions at end of catalog.
- 1c. Labor Category Descriptions. See descriptions at end of catalog.
- 2. **Maximum order:** \$1,000,000
- 3. **Minimum order:** \$100.00
- 4. **Geographic coverage (delivery area):** Continental United States, Puerto Rico and Hawaii.
- 5. **Point(s) of production (city, county, and state or foreign country):** Various Odyssey and customer locations.
- 6. **Discount from list prices or statement of net price:** All prices herein are net. Terms are granted after completed credit application has been approved.
- 7. **Quantity discounts:** Odyssey may offer volume discounts on large orders or for annual contracts. Exact discount and terms may be negotiated with your Account Manager.
- 8. **Prompt payment terms:** Net 30 Days
- 9a. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold.** Yes. Commercial credit cards are accepted for all orders.
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold.** No
- 10. **Foreign items:** Not applicable.
- 11a. **Time of delivery:** To be negotiated with customer on each order.
- 11b. **Expedited delivery:** Contact Account Manager for rates for expedited delivery.
- 11c. **Overnight and 2-day delivery:** Contact Account Manager for rates.
- 11d. **Urgent requirements:** See contract clause I-FSS-14-B. Agencies can contact the contract for contract administration to obtain faster delivery.
- 12. **F.O.B. point(s):** Origin
- 13a. **Ordering address:**
The Odyssey Marketing Group, Inc.
380 North Main Street
Alpharetta, GA 30009
Phone: (770) 754 9900
Fax: (770) 754 5970
Email: rod@odysseymarketing.com
- 13b. **Ordering procedures:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).
- 14. **Payment address:**

The Odyssey Marketing Group, Inc.
380 North Main Street
Alpharetta, GA 30009

15. **Warranty provision:** Not applicable
16. **Export packing charges:** Not applicable
17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).** See 9a above.
18. **Terms and conditions of rental maintenance, and repair:** Not applicable
19. **Terms and conditions of installation:** Not applicable
20. **Terms and conditions of repair parts:** Not applicable
- 20a. **Terms and conditions for any other services:** Not applicable
21. **List of service and distribution points:** Not applicable
22. **List of participating dealers:** Not applicable
23. **Preventative maintenance:** Not applicable
- 24a. **Special attributes such as environmental attributes:** Not applicable
- 24b. **Section 508 compliance:** Not applicable
25. **Data Universal Number System (DUNS) number:** 956687115
26. The Odyssey Marketing Group is registered with the SAM.GOV database.

541-1 Advertising Services

Odyssey has a history of successfully providing public service announcement services to Federal agencies to promote public awareness. These services can also prepare the consumer market for products and services.

Odyssey prepares storyboards, provides media buying and ad tracking services to gain maximum media exposure and ensure successful communication of public information.

LABOR

Radio, Television/PSA Consultant I	\$ 65.32
Radio, Television/PSA Consultant II	\$ 71.50
Radio, Television/PSA Consultant III	\$ 84.39
Radio, Television/PSA Consultant IV	\$ 100.33
Radio, Television/PSA Consultant V	\$ 120.69
Sr. Radio, Television/PSA Consultant	\$ 235.75
Creative Writer I	\$ 86.12
Creative Writer II	\$ 113.66
Creative Writer III	\$ 140.51
Writer/Technical Editor I	\$ 86.12
Writer/Technical Editor II	\$ 113.66
Writer/Technical Editor III	\$ 140.51
Market Research Consultant I	\$ 65.32
Market Research Consultant II	\$ 84.39
Market Research Consultant III	\$ 97.59
Market Research Consultant IV	\$ 103.41
Market Research Consultant V	\$ 120.69
Sr. Market Research Consultant	\$ 139.88
Graphic Designer/Illustrator I	\$ 53.23
Graphic Designer/Illustrator II	\$ 71.50
Graphic Designer/Illustrator III	\$ 100.33

Graphic Designer/Illustrator IV	\$ 119.34
Graphic Designer/Illustrator V	\$ 140.51
Communications Consultant I	\$ 65.32
Communications Consultant II	\$ 84.39
Communications Consultant III	\$ 103.41
Communications Consultant IV	\$ 139.88
Communications Consultant V	\$ 181.17
Communications Consultant VI	\$ 235.75
Sr. Communications Consultant	\$ 329.17
Jr. Communication Specialist/Admin I	\$ 42.99
Jr. Communication Specialist/Admin II	\$ 53.40
Jr. Communication Specialist/Admin III	\$ 63.76

541-2 Public Relations Services

Odyssey's press and public relations experts develop press and public relations messages and strategies that publicize issues and help resolve controversial topics. Our press and public relations strategies are successful because they clearly convey clients' messages, reach the intended audiences, and achieve desired results by increasing public understanding and awareness of issues through the dissemination of credible, factual information.

LABOR

Radio, Television/PSA Consultant I	\$ 65.32
Radio, Television/PSA Consultant II	\$ 71.50
Radio, Television/PSA Consultant III	\$ 84.39
Radio, Television/PSA Consultant IV	\$ 100.33
Radio, Television/PSA Consultant V	\$ 120.69
Sr. Radio, Television/PSA Consultant	\$ 235.75
Creative Writer I	\$ 86.12
Creative Writer II	\$ 113.66
Creative Writer III	\$ 140.51
Writer/Technical Editor I	\$ 86.12
Writer/Technical Editor II	\$ 113.66
Writer/Technical Editor III	\$ 140.51
Market Research Consultant I	\$ 65.32
Market Research Consultant II	\$ 84.39
Market Research Consultant III	\$ 97.59
Market Research Consultant IV	\$ 103.41
Market Research Consultant V	\$ 120.69
Sr. Market Research Consultant	\$ 139.88
Graphic Designer/Illustrator I	\$ 53.23
Graphic Designer/Illustrator II	\$ 71.50

Graphic Designer/Illustrator III	\$ 100.33
Graphic Designer/Illustrator IV	\$ 119.34
Graphic Designer/Illustrator V	\$ 140.51
Communications Consultant I	\$ 65.32
Communications Consultant II	\$ 84.39
Communications Consultant III	\$ 103.41
Communications Consultant IV	\$ 139.88
Communications Consultant V	\$ 181.17
Communications Consultant VI	\$ 235.75
Sr. Communications Consultant	\$ 329.17
Jr. Communication Specialist/Admin I	\$ 42.99
Jr. Communication Specialist/Admin II	\$ 53.40
Jr. Communication Specialist/Admin III	\$ 63.76

541-3 Web Based Marketing Services

Odyssey has an outstanding portfolio of creative commercial art and interface design. Our multimedia designers will design websites, CD-ROM's, exhibits and a variety of other program materials. By combining the abilities of our artists and designers with our technical expertise, we have been able to help solve even the most difficult education and marketing challenges for government and commercial clients. Our experience in all aspects of Online Marketing is the key to the success of our clients, from traditional web design to comprehensive, all-encompassing eMedia campaigns.

LABOR

Multi-Media Designer I	\$ 65.32
Multi-Media Designer II	\$ 84.39
Multi-Media Designer III	\$ 97.59
Multi-Media Designer IV	\$ 119.34
Multi-Media Designer V	\$ 136.50
Graphic Designer/Illustrator I	\$ 53.23
Graphic Designer/Illustrator II	\$ 71.50
Graphic Designer/Illustrator III	\$ 100.33
Graphic Designer/Illustrator IV	\$ 119.34
Graphic Designer/Illustrator V	\$ 140.51
Communications Consultant IV	\$ 139.88
Communications Consultant V	\$ 181.17
Communications Consultant VI	\$ 235.75
Sr. Communications Consultant	\$ 329.17
Creative Writer I	\$ 86.12

Creative Writer II	\$ 113.66
Creative Writer III	\$ 140.51
Writer/Technical Editor I	\$ 86.12
Writer/Technical Editor II	\$ 113.66
Writer/Technical Editor III	\$ 140.51
Research Specialist/Production Coordinator I	\$ 58.64
Research Specialist/Production Coordinator II	\$ 71.50
Research Specialist/Production Coordinator III	\$ 84.39
Research Specialist/Production Coordinator IV	\$ 103.41

541-4A Market Research and Analysis

Odyssey has reviewed, revised and developed customized strategic marketing plans and successfully increased public awareness of a variety of products, services, and issues. Our clients achieve short and long-range goals as a result of our ability to identify, target and reach key audiences with innovative strategies and tactics based on our significant experience and knowledgeable analysis of market trends and conditions.

LABOR

Sr. Strategic Planner	\$ 223.67
Market Research/Media Analysis Consultant I	\$ 71.50
Market Research/Media Analysis Consultant II	\$ 97.59
Market Research/Media Analysis Consultant III	\$ 119.34
Market Research/Media Analysis Consultant IV	\$ 159.75
Market Research/Media Analysis Consultant V	\$ 181.17
Survey Consultant I	\$ 71.50
Survey Consultant II	\$ 86.12
Survey Consultant III	\$ 103.41
Survey Consultant IV	\$ 120.69
Survey Consultant V	\$ 159.75
Survey Consultant VI	\$ 203.93
Sr. Survey Consultant	\$ 235.75
Marketing Consultant I	\$ 71.50
Marketing Consultant II	\$ 86.12
Marketing Consultant III	\$ 100.33
Marketing Consultant IV	\$ 119.34
Marketing Consultant V	\$ 140.51
Marketing Consultant VI	\$ 181.17
Sr. Marketing Consultant	\$ 203.93

Communications Consultant I	\$ 65.32
Communications Consultant II	\$ 84.39
Communications Consultant III	\$ 103.41
Communications Consultant IV	\$ 139.88
Communications Consultant V	\$ 181.17
Communications Consultant VI	\$ 235.75
Sr. Communications Consultant	\$ 329.17
Jr. Communication Specialist/Admin I	\$ 42.99
Jr. Communication Specialist/Admin II	\$ 53.40
Jr. Communication Specialist/Admin III	\$ 63.76

541-4B Video/ Film Production

Odyssey will support your needs for reproduction or duplication of a variety of media types. We can accommodate small runs up to the highest volume requests. Our dedicated team will get your media delivered on time and within budget.

Reproduction / Duplication	1-10	11-20	51+	250+
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VHS

T-30 Min	\$12.00	\$6.50	call	
T-60 Min	\$12.00	\$8.50	call	
T-120 Min	\$12.00	\$10.00	call	

These rates apply to std conversion (VHS)

From NTSC to PAL or SECAM or

From PAL or SECAM to NTSC, add \$2.00/ tape

CD

Call for larger quantities

Price is based on Black & White or Two color printed Labels

Size in MB (1-100)	\$11.00	\$10.50	\$9.50	\$8.00
Size in MB (101-200)	\$11.25	\$10.75	\$9.75	\$8.25
Size in MB (201-300)	\$11.50	\$11.00	\$10.00	\$8.50
Size in MB (301-400)	\$11.75	\$11.25	\$10.25	\$8.75
Size in MB (401-500)	\$12.00	\$11.50	\$10.50	\$9.00
Size in MB (501-650)	\$12.25	\$11.75	\$10.75	\$9.25

541-4D Conference Events and Tradeshow Planning Services

Odyssey takes pride in our role in promoting public awareness of corporate and Federal government programs and services that cover the complex issues of the times. Our outdoor marketing and media services will successfully advance your efforts through targeted use of a variety of print products, displays, posters, kiosks, novelty items and other promotional services. We have received numerous client commendations for our targeted campaigns that rely on multiple tools to reach the target audiences.

LABOR

Communications Consultant I	\$ 65.32
Communications Consultant II	\$ 84.39
Communications Consultant III	\$ 103.41
Communications Consultant IV	\$ 139.88
Communications Consultant V	\$ 181.17
Communications Consultant VI	\$ 235.75
Sr. Communications Consultant	\$ 329.17
Marketing Consultant I	\$ 71.50
Marketing Consultant II	\$ 86.12
Marketing Consultant III	\$ 100.33
Marketing Consultant IV	\$ 119.34
Marketing Consultant V	\$ 140.51
Marketing Consultant VI	\$ 181.17
Sr. Marketing Consultant	\$ 203.93
Event Consultant I	\$ 98.19

Event Consultant II	\$ 118.27
Event Consultant III	\$ 142.02
Event Consultant IV	\$ 163.90
Sr. Event Consultant	\$ 192.11
Creative Writer I	\$ 86.12
Creative Writer II	\$ 113.66
Creative Writer III	\$ 140.51
Writer/Technical Editor I	\$ 86.12
Writer/Technical Editor II	\$ 113.66
Writer/Technical Editor III	\$ 140.51
Multi-Media Designer I	\$ 65.32
Multi-Media Designer II	\$ 84.39
Multi-Media Designer III	\$ 97.59
Multi-Media Designer IV	\$ 119.34
Multi-Media Designer V	\$ 136.50
Research Specialist/Production Coordinator I	\$ 58.64
Research Specialist/Production Coordinator II	\$ 71.50
Research Specialist/Production Coordinator III	\$ 84.39
Research Specialist/Production Coordinator IV	\$ 103.41
Graphic Designer/Illustrator I	\$ 53.23
Graphic Designer/Illustrator II	\$ 71.50

Graphic Designer/Illustrator III	\$ 100.33
Graphic Designer/Illustrator IV	\$ 119.34
Graphic Designer/Illustrator V	\$ 140.51
Jr. Communication Specialist/Admin I	\$ 44.28
Jr. Communication Specialist/Admin II	\$ 53.40
Jr. Communication Specialist/Admin III	\$ 63.76

541-4E Commercial Photography Services

Odyssey has an outstanding portfolio of photography work. Our photographers capture great pictures and make good use of composition at various locations. By combining the abilities of our artists and photographers with our technical expertise, we have been able to help solve even the most difficult education and marketing challenges for government and commercial clients.

LABOR	
Video Film Specialist I	\$ 78.18
Video Film Specialist II	\$ 112.52
Video Film Specialist III	\$ 130.12
Video Film Specialist IV	\$ 159.12
Video Film Specialist V	\$ 214.36
Video Film Specialist VI	\$ 271.90
Sr. Video Film Specialist	\$ 389.96
Content/Production Consultant I	\$ 78.18
Content/Production Consultant II	\$ 94.66
Content/Production Consultant III	\$ 105.06
Content/Production Consultant IV	\$ 130.12
Content/Production Consultant V	\$ 137.88
Content/Production Consultant VI	\$ 159.12
Content/Production Consultant VII	\$ 182.00
Jr. Communication Specialist/Admin I	\$ 57.31
Jr. Communication Specialist/Admin II	\$ 71.20
Jr. Communication Specialist/Admin III	\$ 85.02
Photographer I	\$ 78.18
Photographer II	\$ 112.52
Photographer III	\$ 130.12
Photographer IV	\$ 159.12

Photographer V	\$ 214.36
Photographer VI	\$ 271.90
Sr. Photographer	\$ 389.96
Research Consultant I	\$ 87.09
Research Consultant II	\$ 95.33
Research Consultant III	\$ 130.12
Photographic Admin I	\$ 57.31
Photographic Admin II	\$ 71.20
Photographic Admin III	\$ 85.02

541-4F Commercial Art and Graphic Design

Odyssey has an outstanding portfolio of creative commercial art and graphic design. Our multimedia designers will design brochures, annual reports, websites, videos, CD-ROM's, exhibits and a variety of other program materials. By combining the abilities of our artists and designers with our technical expertise, we have been able to help solve even the most difficult education and marketing challenges for government and commercial clients.

LABOR

Graphic Designer/Illustrator I	\$ 53.23
Graphic Designer/Illustrator II	\$ 71.50
Graphic Designer/Illustrator III	\$ 100.33
Graphic Designer/Illustrator IV	\$ 119.34
Graphic Designer/Illustrator V	\$ 140.51
Communications Consultant IV	\$ 139.88
Communications Consultant V	\$ 181.17
Communications Consultant VI	\$ 235.75
Sr. Communications Consultant	\$ 329.17
Creative Writer I	\$ 86.12
Creative Writer II	\$ 113.66
Creative Writer III	\$ 140.51
Writer/Technical Editor I	\$ 86.12
Writer/Technical Editor II	\$ 113.66
Writer/Technical Editor III	\$ 140.51
Multi-Media Designer I	\$ 65.32
Multi-Media Designer II	\$ 84.39
Multi-Media Designer III	\$ 97.59
Multi-Media Designer IV	\$ 119.34
Multi-Media Designer V	\$ 136.50
Research Specialist/Production Coordinator I	\$ 58.64

Research Specialist/Production Coordinator II	\$ 71.50
Research Specialist/Production Coordinator III	\$ 84.39
Research Specialist/Production Coordinator IV	\$ 103.41

541-5 Integrated Marketing Services

Odyssey is a proven full service provider of high quality, strategically targeted marketing, media and public information services. With a full range of talent, expertise, and production capability at our command, we routinely customize plans by selecting the precise mix of strategies and tactics that will meet the needs of individual clients.

Our communications professionals have the ability to take projects from an abstract concept through creative planning and execution of a fully integrated marketing campaign. Odyssey has received a variety of awards for our efforts.

Several of our marketing items have been placed into the National Archives.

LABOR

Communications Consultant I	\$ 65.32
Communications Consultant II	\$ 84.39
Communications Consultant III	\$ 103.41
Communications Consultant IV	\$ 139.88
Communications Consultant V	\$ 181.17
Communications Consultant VI	\$ 235.75
Sr. Communications Consultant	\$ 329.17
Marketing Consultant I	\$ 71.50
Marketing Consultant II	\$ 86.12
Marketing Consultant III	\$ 100.33
Marketing Consultant IV	\$ 119.34
Marketing Consultant V	\$ 140.51
Marketing Consultant VI	\$ 181.17
Sr. Marketing Consultant	\$ 203.93
Multi-Media Designer I	\$ 65.32
Multi-Media Designer II	\$ 84.39
Multi-Media Designer III	\$ 97.59

Multi-Media Designer IV	\$ 119.34
Multi-Media Designer V	\$ 136.50
Video Film Specialist I	\$ 58.64
Video Film Specialist II	\$ 84.39
Video Film Specialist III	\$ 97.59
Video Film Specialist IV	\$ 119.34
Video Film Specialist V	\$ 160.77
Video Film Specialist VI	\$ 203.93
Sr. Video Film Specialist	\$ 292.47
Graphic Designer/Illustrator I	\$ 53.23
Graphic Designer/Illustrator II	\$ 71.50
Graphic Designer/Illustrator III	\$ 100.33
Graphic Designer/Illustrator IV	\$ 119.34
Graphic Designer/Illustrator V	\$ 140.51
Creative Writer I	\$ 86.12
Creative Writer II	\$ 113.66
Creative Writer III	\$ 140.51
Research Specialist/Production Coordinator I	\$ 58.64
Research Specialist/Production Coordinator II	\$ 71.50
Research Specialist/Production Coordinator III	\$ 84.39
Research Specialist/Production Coordinator IV	\$ 103.41
Event Consultant I	\$ 71.50
Event Consultant II	\$ 86.12
Event Consultant III	\$ 103.41
Event Consultant IV	\$ 119.34
Sr. Event Consultant	\$ 139.88
Writer/Technical Editor I	\$ 86.12
Writer/Technical Editor II	\$ 113.66

Writer/Technical Editor III	\$ 140.51
Information Survey Specialist I	\$ 65.32
Information Survey Specialist II	\$ 86.12
Information Survey Specialist III	\$ 103.41
Information Survey Specialist IV	\$ 136.50
Trade Show/Exhibit Hall Coordinator I	\$ 58.64
Trade Show/Exhibit Hall Coordinator II	\$ 84.39
Trade Show/Exhibit Hall Coordinator III	\$ 139.88
Jr. Communication Specialist/Admin I	\$ 42.99
Jr. Communication Specialist/Admin II	\$ 53.40
Jr. Communication Specialist/Admin III	\$ 63.76

541-1000 OTHER DIRECT COSTS

OTHER DIRECT COSTS	Price*	Unit/Issue
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For Special Item Numbers 541-3, 541-4D, 541-4E and 541-4F

Meeting Space	\$1,200.00	Room
Lighted Standard Diorama (84x43)	\$928.00	Ad
Audio Visual (Screen, Projector and Lines)	\$575.00	Ea
Banner	\$550.00	Banner
Apparel (clothing)	\$7.05	Ea
Freight (movement of materials from point A to point B)	\$557.80	Shipment

Reproduction/Duplication

VHS Format (Standard conversion from NTSC to PAL/SECAM):

T-30 Minutes	\$12.00	Tape
T-60 Minutes	\$12.00	Tape
T-120 Minutes	\$12.00	Tape

VHS Format (Standard conversion from PAL/SECAM to NTSC):

T-30 Minutes	\$14.00	Tape
T-60 Minutes	\$14.00	Tape
T-120 Minutes	\$14.00	Tape

CD (size in MB):

1-100	\$11.00	CD
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201-300	\$11.25	CD
301-400	\$11.50	CD
401-500	\$11.75	CD
501-600	\$12.00	CD

*These are the maximum rates that can be charged. Lower rates may be quoted.

SCOPE OF WORK

Odyssey fully understands the many forces that drive the need communications among our corporate and Federal clients. Our "Directional Branding" approach involves teaming the appropriate communications staff, and any necessary technical personnel, to meet client needs for the tasks outlined in our catalog of services.

Odyssey will propose services to support you in meeting your organization's goals, by providing advice, assistance, and guidance. This may include press conferences, communications plans, exhibits, graphic design, brochures, videos, web-site design, meeting, planning, and coordination of public information programs.

CASE STUDIES

Outdoor Marketing

Project Value: \$900,300

Challenge: Develop and plan advertising creative to motivate young men and women, between the ages of 16-24, to enlist in the Army National Guard by focusing on college tuition assistance. Placement was nationwide in malls, airports, billboards, and career offices.

Execution: Odyssey worked closely with the recruiting and retention office of NGB to determine the target market demographics and the best venue to generate a positive return on investment (ROI) for the campaign.

Once the method of distribution was determined, Odyssey used our industry contacts to secure space within the malls and airports utilizing lighted diorama boxes. The Odyssey team supervised placement of the collateral into 275 airports, 15 malls and 50+ billboards across the nation.

Summary: The project is in the second year and is considered by the NGB leadership to be one of the most successful placements with the agency meeting the expected recruiting goals for that year. Army National Guard met the expected record goals for year one and are on track for year two also.

Complete Marketing Campaign

Project Value: \$197,500

Challenge: Develop creative and copy to launch an awareness campaign targeting the people within the church that may have been victimized by sexual abuse with a focus on reporting so the church could prevent future abuse.

Execution:

PHASE I

Odyssey developed creative messages for a multi-demographic campaign to include school children through fifty-year-old men and women that focused on emotional support to victims and education to avoid potential abuse in the future. The initial tag line and copy were developed from which we drove the graphics to meet the target. Odyssey developed a series of posters to be placed within the Archdiocese institutions along with corresponding collateral such as book covers, mouse pads, and challenge cards to motivate teens to help friends who confide in them on sexual abuse issues.

PHASE II

Involved the development of a Standard Operation Procedure manual for a cross section to include, Clergy, Employees and Volunteers, Parents, School Principals and Teens. These S.O.P. manuals outlined what the civil authorities consider abuse to include verbal abuse and what the Canon Law that governs the Archdiocese considers abuse and how to prevent and determine if abuse has/is occurring. The final section of these S.O.P. manuals offered guidance to report to civil and Archdiocesan authorities allegations of abuse.

PHASE III

Odyssey provided placement services into various print publications, and billboards to promote the message within targeted markets. Targeting these markets included the translation of all material and collateral into Hispanic versions.

PHASE IV

Develop a campaign to reassure all clergy and Archdiocesan employees that they are trusted and the special confidence entrusted to them is secure, while at the same time placing the emphasis on taking action against abusers of any kind. This phase was developed as a poster series along with advertisements placed into newspapers to let our community know that we have faith in our Archdiocesan leaders.

Rose Parade Float and Event Project Value \$595,000

Challenge: To further propel the awareness of today's civilian employers and their essential link to our national defense. The target market of this event was, the estimated one million people who view the Rose Parade annually. This was the 114th year of the Rose Parade – viewership spanned a wide cross-section of employees, supervisors and business leaders/owners.

Execution: Creative design and layout of parade float – included construction plans for electronically controlled float that meets the approval of the parade entry committee.

Supportive marketing efforts:

Odyssey created an advertisement for placement in the Rose Parade program and various print publications. In addition to these creative services, Odyssey provided event coordination to facilitate an employer outreach event located at the Sheraton Pasadena. This outreach event was multi-dimensional and consisted of status briefings, tours of the float under construction and a final event for all targeted contacts in the form of a formal dinner with award presentations. Odyssey provided complete logistics for this event.

Odyssey created and submitted artwork for a commemorative Official Rose Parade lapel pin. Once the Rose Parade Committee approved the art, Odyssey manufactured and established a distribution method for these pins in an effort to promote the message. Various concept and design meetings were held both on-site, where the float was manufactured, and in the Arlington, VA area.

Photography Services: Odyssey provided the photographic services for this event.

Public Relations Service Nascar Motorsports/ Lowes Speedway Project Value: \$46,000

Challenge: To promote and market ESCR's NASCAR team and car for this Busch Series Race. The challenge included on and off-site preparation for all race attendees and organizing a press conference geared toward outlining program goals and explaining the utilization of driver Todd Bodine and his #1 standing as a NASCAR points holder. We also coordinated photo opportunity ceremonies with corporate leadership from numerous U.S. corporations.

Execution: The following three phases allowed us to maximize our networking effort to garner support for ESGR.

In addition, the impact of motor sports branded the message further and provided a platform for generating large corporate support, increased business-to-business opportunities and strengthened Odyssey's relationship with our existing strategic partners.

PHASE I

Odyssey's representatives were on property 3 days prior to the event start date to ensure we secured the vehicles for transportation, to prepare the meeting/event rooms at the hotel and to confirm and pre-register the required number of rooms for attending clients and their invited guests. The first meeting consisted of a "Meet and Greet" and provided a networking opportunity in a secured area of the hotel. In addition to the setup of all marketing collateral for the entire event, Odyssey coordinated the catering, set-up and teardown for the "Meet and Greet". Odyssey also met with all staff to ensure the press conference was on schedule and developed & distributed the approved press kits to attending media at the start of the press conference. We were also able to secure an "on-air" interview, in addition to the press conference, and further promote ESGR's message.

PHASE II - Race Day

This phase involved morning hospitality, movement to the track, and registration for VIPs, VIP tours and race observance. Odyssey staff members were in place to accommodate all questions and needs of the clients and VIP guests for the entire day.

PHASE III - Departure Track (23-24 May)

After race festivities ended, Odyssey ensured safe return to the hotel, organized transportation for those returning to the airport and provided detailed follow-up information to ESGR on attendance.

CONTACT INFORMATION

Terri Mac Kenzie
President
terri@odysseymarketing.com
Office: 770.754.9900*221
Fax: 770.754.5970

Rod Mac Kenzie
Business Development
rod@odysseymarketing.com
Office: 770.754.9900*221
Fax: 770.754.5970